



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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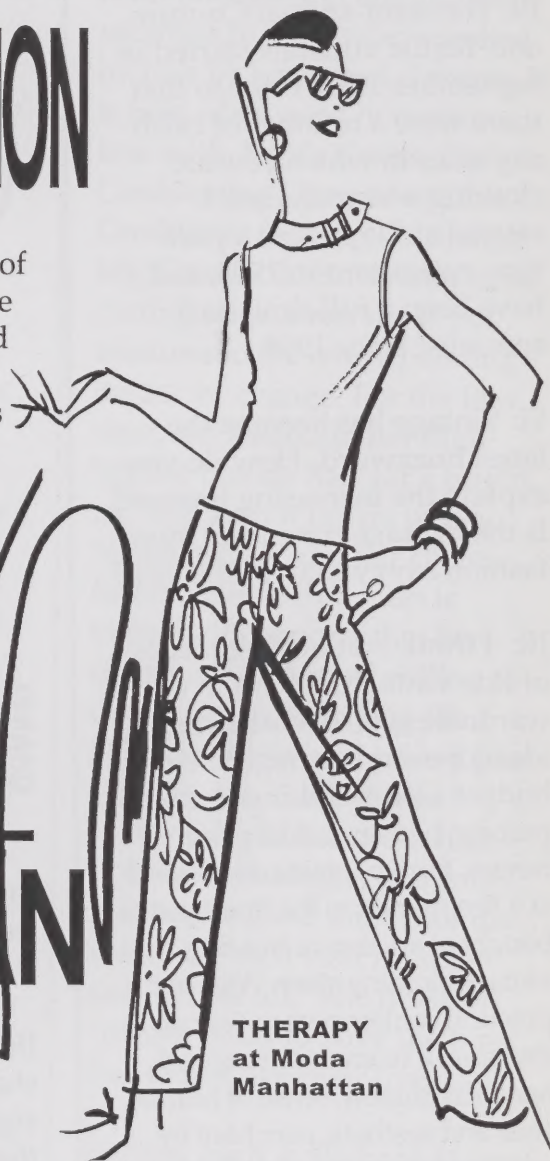
THE CHANGING FACE OF FASHION

Over the past several years there's been a noticeable increase in demand for vintage fashions. Not only are savvy consumers scouring the semi-annual vintage shows for exclusive finds, they're combing through the racks at upscale thrift shops, flea markets, and auction houses. Once considered a fringe element coveted only by the cognoscenti, the broad spectrum of shoppers buying

vintage fashion reflects a sea of change in attitude. Even some upscale retailers have jumped on the bandwagon, opening up in-store vintage boutiques aimed directly at the fashion individualist.

As part of our report on the changing face of fashion, FI went directly to Doyle, the New York based auction house. Jan Glier Reeder, couture and textile

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**THERAPY
at Moda
Manhattan**

MODA MANHATTAN

New York's Newest Trade Show

Did New York need another apparel trade show? Between the Coterie, Intermezzo and Femme it seemed that all the bases were covered. That was the question FI sought to answer when we set out for the Javits Convention Center recently for a first hand look.

According to Richard Gore, Director of Sales, "Moda Manhattan is a juried show that fills a market void for upscale lines. We provide a focused venue without the distraction of too many products to navigate efficiently. We're not for everybody and we don't try to be. Our concept and market can stand on

its own." Judging by the traffic we spotted on the final show day we'd have to agree. Gore went on to state that a key aspect of Moda Manhattan was to give buyers "a place to feel special and treat them as if they are." FI queried a few of the vendors to get their reaction. Comments

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specialist, sat down for a chat with this reporter.

FI: When did Doyle start holding couture auctions and have you been a part of them since their inception?

JR: The semi-annual Couture and Textile auctions started in September 1993. Prior to that there were a number of celebrity sales in which couture clothing was included. I started at Doyle's as a part-time consultant in 1995, and have been a full-time staff specialist since 1999.

FI: Vintage has become the latest buzzword. How do you explain the increasing interest? Is the average consumer more fashion savvy than in the past?

JR: I think that having pieces of fine vintage fashion in one's wardrobe is now a mainstream idea for everyone, regardless of budget. Great clothing from the past can be found at all price ranges, from bargains discovered at a flea market to the finest pieces bought at auction or in a fine vintage clothing store. With our practical contemporary way of dressing, a woman can express her individuality, sense of humor, style and aesthetic penchant by mixing vintage pieces with basics from stores like The Gap or Prada. Celebrities photographed wearing and looking gorgeous in vintage clothing help to reinforce this trend. Also, the quality and timelessness of fine couture clothing make them excellent investments as they never go out of style and the materials wear well.

CHANEL

FI: Who are the key designers that the vintage collector should look for?

JR: For wearing, each person should buy pieces by the designers she looks best in and that most closely expresses her own style. For investing, the cutting edge signature works by the great designers are the best to buy. Fine French couture (not RTW) pieces by designers such as Yves Saint Laurent, Chanel, Dior and Balenciaga, ranging from the '50s through the '70s, have good value. Select pieces by Americans Halston, Galanos and Norell,

from the same decades, are also good collectibles. For the '80s, cutting-edge pieces of Japanese designers Miyake and Kawakubo, as well as designers Alaïa, Galliano, Mugler and Gaultier are a good bet. Early signature pieces by some of the Belgian designers might be those to collect to represent the '90s.

FI: What should the novice collector look for when she hits the auction scene for the first time?

JR: To buy at auction, it is best to view the clothes personally and decide ahead of time how



THE BEAUTY BEAT

THE BEST OF SPRING 2002

Not so long ago, the latest beauty products were available only at the highest price points. Fortunately today, there's something for everyone at every level. Although high-end firms certainly continue to create tantalizing new products, there are a lot of exciting new colors to experiment with at the "masstige" (exceptional prestige quality at bridge pricing) and drugstore levels.

The good news for spring is that women can look forward to lower maintenance hair. The days of being a slave to a blow drier and straightening iron are over. The poker straight high-maintenance hair that required biweekly visits to the salon is finally out. Garren, the celebrity hair authority, describes the new trend as "softer, more natural-looking styles with a focus on healthy shine. Hair should have good texture, soft shape and vibrant color that is not overdone or over-styled". Additionally, Garren identifies another visible trend for spring as the surge of interest in red hair. Many supermodels have already taken the plunge, ranging from subtle highlights (Audrey Marney) to strong single process color (Maggie Rizer, Karen Elson).

This spring, Garren's top of the line products, previously only available at his salon in Henri Bendel, will be available at select Saks Fifth Avenue stores and Sephora stores nationwide. *Nourishing creme shampoo* (\$32 for 6.8 oz) and *Nourishing creme conditioner* (\$35 for 6.8 oz.) are two of these products. They worked wonders on our tester's damaged, double-processed hair. Her chemically bleached hair had deteriorated to a straw-like texture. Within a space of one week and three shampoos later, her hair improved dramatically in texture, and even acquired some shine. Another newly available product is *Garren New York styling creme* (\$25 for 4-oz.). It is tops for giving a smooth, finished appearance without matting hair down. Not only does it act on the hair as a good moisturizer does on dehydrated skin, it even contains an UV inhibitor that protects hair from ultra-violet rays and environmental impurities. Garren used *styling creme* to achieve the relaxed "beachy" look he created for the female models at the Marc Jacobs spring 2002 runway show.

Angela Cosmai is the hands-down expert in color correction. She emphasizes that color correction is not merely about

correcting color mistakes. She works with her clients to correct the color and the texture of their hair. For seriously stressed hair, Ms. Cosmai recommends *European Treatment for Thinning Hair*, (\$40 for twelve .29 oz. vials). The treatment is excellent for everything ranging from lifestyle and environmental stress to the havoc wreaked on hair by hormonal changes. It is best when used in conjunction with *Angela Cosmai Daily or Conditioning Shampoo* and her *Conditioner* (\$15 ea.). Although Ms. Cosmai doesn't claim to be cutting edge, even she is not immune to the overwhelming desire for change. For the first time, she traded-in her highlighted blonde hair for a bright red and kept it for six weeks. However, she and her clients firmly believe that "less is better". She reports that her clients are no longer willing to devote hours to having their hair blown-dry and ironed pin-straight. Ms. Cosmai also skillfully combines both highlights and lowlights in a way that lasts a good three months before the next visit is necessary. "After all," she muses, "people want to have the time free to just live their lives."

Stylists, such as Richard Marin of Salon Selectives, are ideally poised to bring the very latest trends to the stars they work with. Mr. Marin works on many editorial shoots and advertising campaigns that keep him up-to-date on the latest hair trends. Celebrities

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ranged from a beautiful, elegant venue to very customer and vendor friendly with a lovely atmosphere. Perhaps Sol Gilbert of Gilmark Group summed up the feelings of many when he stated that he "did more business here than at other shows."

After testimonials like that, it was time to see for ourselves if the results lived up to the hyperbole, and for the most part we agree with the consensus. FI spotted some exceptional item-driven collections aimed at the high-end boutique.

Knitwear specialist JAMIE KREITMAN offered whimsical item-driven embellished tees, tanks, polo shirts and denim pieces. Also cute were her decorated totes and flip flop sandals. At SANDY STARKMAN we found some terrific novelty jackets in silk organza, tropical printed cotton canvas, ombre paisley batik and floral cotton twill. Solid pastel dupioni pants work back nicely with Starkman's jackets and novelty sweaters. MECHANT (Sheila Rubin Sales) combined a hip, contemporary look with a missy fit in jewel and V-neck polyester/Lycra printed tees (à la Custo Barcelona) with a soft cottony hand. We loved these colorful, interesting prints. Appealing were the color blocked and striped viscose blend sweaters at SUE P. Lacing and drawstring details added to their charm. Colors shown were coral, thistle, yellow, lavender,



FINLEY

ivory and black. KINDRED SPIRIT's (Dana Emilia Presents) related separates included a relaxed gingham group in a denim/white, red/white, basil/white and black/white rayon blend, and showed these with voile shirts and tops. Another group worth noting came in viscose linen fishnet and rayon gauze. The simple shifts and dresses were right on target for hot summer days.

Looking ahead to fall were ICELANDIC DESIGN and JUST B (Berek). The former offered some of the most classically beautiful merino wool cardigans with chenille and bead detailing. Also gorgeous, the ribbed hand knit hoody in celadon lamb's wool/angora blend with embroidered details and a boiled wool zip-front "folkloric" jacket with applique embroidery. At JUST B., fall sweater highlights included checkerboards, bead-

ing, leaf motifs, pearls, equestrian, paisley, and Victorian tapestry motifs. Two standouts were the trompe l'oeil faux "Chanel" sweater and the bronze sequined "Masquerade" style with ribbed sleeves. FINLEY (The Style Room) showed a line of stunning stretch cotton shirts in black, white, red and sky. Shirred, wrapped and darted front styles were definitely noteworthy. Outstanding was their fitted "Vivienne" shirt (white or black only) with dramatic shawl collar and angled side-button closure. Standouts at GALINDA WANG included a very preppy quilted silk barn jacket in a reversible olive/plaid. Shantung "lunar plaid" separates in olive/kiwi/smoke blue worked back nicely to this item cover-up.

We saw fabulous stretch cotton crop pants in a host of prints and novelty cotton tees in vivid colors at THERAPY (Anonymous). There were also some printed mesh tops and novelty jeans aimed at the contemporary customer. MESMERIZE (Gilmark Group) offered fun printed cotton pants, some embellished with sequin accents, combining a contemporary look with missy fit. These come in cropped and 5-pocket jean styles. Also item driven were the stretchy tees and zip-front, printed bike jackets. ALEGRE's PLAY (Larry Candler) separates were unique in hand painted cotton or linen. Their whimsical designs on white cotton tees were also fresh and boutique oriented. CYNTHIA ASHBY's

have been working hand in hand with fashion designers since 1996 when *In Style* began to acquire a huge following. They have become models and are thus exposed to the trends as they are being created on sets and in designer showrooms.

For spring, Mr. Marin is enthusiastic about romantic and textured hair worn loose or in a loose chignon like the one he created for Lisa Kudrow for the Golden Globe Award Ceremony this January. The trick, Mr. Marin confides, is to begin styling on hair that hasn't been washed for one or two days. In Ms. Kudrow's case, she forgot and washed her hair the day of the Awards. Mr. Marin rectified the situation by liberally applying *control [d] substance molding putty*, a pale green cream with a pleasant herbal fragrance. The putty gives that all-important textured look and even works on baby fine hair. Styles like ponytails and chignons become an option for those with shorter, choppy hair. Another tip Mr. Marin shares is to spray *sit still medium hold finishing spray* directly into your hands rather than spraying your hair. Smoothing the spray directly on hair allows a woman to apply it only where it's needed. Should frizz still be a problem, he encourages the application of *Anti Frizz lotion* in the same manner. The lotion is part of Salon Selectives' new *Get Carried Away* line in stores in April. *Anti Frizz* has a pleasant

botanical odor and effectively does away with annoying flyaway hairs.

Mr. Marin is perhaps most excited about *Air It Out* odor neutralizer – yet another new product on the *Get Carried Away* line. The spray reacts with the malodorous molecules in your hair and transforms it into clean smelling hair. *Air it Out* has a pleasant fresh smell. Products from the new line will be available on www.salonselectives.com and drugstore outlets this April.

When it comes to spring makeup colors, cosmetic companies have brainstormed to create some of the prettiest color ever. Think of a mermaid's wet scales glistening in the sun. Purple, blue, green, pink, and bronze, in both pastels and brights, dominate. Although these colors were popular in the '80s, spring's color story is not about repeating the boldly made-up face popular back then. The key to making color work, explains celebrity makeup expert Mally Roncal, is to blend and balance it.

Mary Quant has been having fun with color since she started her business in the early '60s. Ms. Quant had a small shop called Bazaar on London's Kings Road that was in every hip girl's address book. "Every girl," she says, "has a favorite color. I have 36." Not surprisingly, the Mary Quant line currently has 101 shades of lipstick, 88 shades of lipgloss

and 120 shades of eye shadow.

Lori Rose Adorno, a Mary Quant makeup artist, believes that beauty is making a return to basics. She cites the plethora of retro-inspired ads that companies such as Estee Lauder are running. According to an article in *W* (The Two Faces of Estee, Dec. 2001), Advertising Director Aerin Lauder sifted through old ads Lauder ran in the '70s as inspiration for the ads she is putting together with the company's new face, model Carolyn Murphy. Mary Quant's spring face is reminiscent of the *Bain de Soleil* ads circa 1981. Who can forget the elegantly feline woman with slicked back hair sporting that "deep, dark *Bain de Soleil* tan" that was de rigueur before skin cancer became a major concern. Quant proposes achieving the bronze goddess look via the use of a few key products. The star player is a bronzer, which Ms. Adorno predicts will be "huge" this spring and summer. To begin this process, the consumer applies *Smoo cake SPF 15* foundation (\$19.00) by mixing *Smoo* with some water on the back of the hand and applying with a cosmetic sponge all over the face. The next step is to dab on *eye gloss* (\$16.50) to add iridescent shimmer on cheeks, forehead and chin to highlight the "tan". *Smoo* and *eye gloss* (\$16.50) are available in shades suitable for fair, medium and dark skins. Once the tan is applied, the focus shifts to the eyes. At Quant, shadow palettes can be customized. Our

favorite was #B-38, a wonderful pale aqua. (\$9 per shadow) combined with golden glow M-51 for a shiny sheer mouth. This product called *Lip Mix* (\$7.50) soothes and moisturizes like Vaseline but stays on for hours. New colors in nail polish, tangerine orange [S-02] or lemon yellow [*vitamin C*] are great used with the new bronze tan. Nail polishes are \$11 each, acetone and toluene free.

Avon, a \$5.3 billion company, markets to women in 137 countries. Its core brand, *Avon*, offers updated make-up choices at an attractive price point, and helpful guidelines to help the consumer put on her best spring face. Avon's "go flirt" spring color collection is subtle, delicate and feminine. The newest color categories are light, natural and nude. Tops in the collection are *ultra color rich renewable lipstick* and *Glazewear liquid lip color*, both in "coy", a pink nude shade. These products are extremely moisturizing and long lasting. Nail varnishes have a pretty pearlized finish and come in girlie pale pinks [wink] and fuchsia [spring fling] These products are available through their sales reps or on www.avon.com. However, five months ago, the Avon Company launched the *beComing* skincare and color line. Product prices in this "masstige" line range between \$7.00 and \$40.00. Like "go flirt", *beComing's* "Sugar Chic" color collection

features soft pastels and bold brights. One that may fly out the door at retail is "polka-dotted" *Liphoria lipstick* in "sweet lips", a soft peach shade. The lipstick appears to be two shades but, when applied, blends into one color. These products are available at 1-866-I-BECOME or at one of 92 J.C. Penney stores nationwide.

Finally, we have the ultimate product for a consumer with no inclination or simply no time to "do her face" but still wants to enhance her looks. For years, actors have had the luxury of changing their eye color for film roles, now the rest of us can too. Popping in a pair of contacts takes seconds and by merely changing the color of your eyes, you've got a quick and easy way to change your look. Acuvue takes a high-end approach to launch their colored disposable contact lenses; they've hired celebrity makeup artist Mally Roncal, of the Garren NY Agency, to design the Acuvue 2 colours test and to act as a spokesperson for *Acuvue 2 colored contact lenses*. The test helps the consumer to choose the two contact lens shades that are most becoming. One choice is dramatic, the other, subtle. Says Ms. Roncal, "It's like changing your purse for dinner and going from daytime to dressed-up evening in just seconds." The lenses are available with and without vision correction. To take the test, one can log on to www.acuvue.com.

It's hard to think of beauty

without thinking of fragrance. The process of how scent is created is the business of Professeur de Parfum, Roja Dove. Working with Guerlain for nineteen years, Mr. Dove has a school at Guerlain's London offices where he lectures about the art of perfume making. He is one of only four people in the world who practices this craft. In industry parlance, he is a "nose".

Mr. Dove made a rare personal appearance at Bergdorf Goodman during the holidays to educate customers about the art of making a perfume. Creating one's ideal fragrance, he says, is as individual as a fingerprint. The process begins with his sitting-down with the client and their discovering together which of the three fragrance families (floral, chypre or citrus) they favor. From there, Mr. Dove applies his artistry, which is one of blending and experimentation, until he discovers the combination that is completely pleasing to the client. Mr. Dove is currently involved in a project to create entirely from scratch twelve one-of-a-kind fragrances in conjunction with a select handful of clients. The first scent will be bottled in a Baccarat crystal bottle and auctioned at Christie's auction house.

British fashion and accessory designer, Sarah Barton-King, collaborated with renowned nose, "Guy Robert" to create another unique fragrance to premiere this spring, The Pink

much you're willing to pay, then stick to it. If buying to wear, ask for help in measuring the piece to make sure it will fit. Also check out the condition, and if there are flaws, determine for yourself if they're something you can live with.

At Doyle's recent winter couture auction, FI got behind the scenes for an up close and personal look at the fashions from the estates of singer Peggy Cone, designer Charles Kleibacker, and fashion editor Liz Tilberis among others. Also garnering attention was the selection of vintage costume jewelry. According to a dealer, costume jewelry appreciates in value faster than fine jewelry, especially pieces by famous makers such as Trifari, Coro, Nettie Rosenstein and Miriam Haskell. This is the reason for the astronomical prices realized at auction.

Doyle's couture exhibition also attracted dealers and fashion conscious civilians who zeroed in on the extensive clothing and handbag selection. The selection ranged from a '40s era Adrian dress, a Charles James evening ensemble and Balenciaga gown, to a Worth reception dress circa 1870's, as well as worthies from Pucci, Norell, Chanel and Saint Laurent. Hermes, Gucci, and Judith Leiber led the fashion pack in collectible handbags, but there were other miscellaneous designs from the Art Nouveau and Deco periods that caught our eye for their beauty and originality.

Our next foray was to The New York Vintage Fashion & Antique Textile Show & Sale at the New Yorker Hotel. This too was well attended by fashion savvy women on the hunt for something *different*. Open to the public, this two-day show included ninety-five dealers from the U.S., London and Paris. Here were apparel, accessories, linens, textiles and decorative objects dating from the 18th through the 20th century. According to a show representative, "the interest in vintage fashion has grown tremendously, and the turnout at our show has been great."

While the range of dealers' stock was vast, and the quality and pricing ran the gamut from affordable to extremely expensive, FI took note of certain dealers that had well-edited merchandise selections.

VINTAGE by STACEY LEE: This New York based dealer offered chic Hermes separates, and a



handbag selection that ran the gamut from '50s Lucite boxbags to classic '60s Gucci designs.

ILLISA, NYC: The source for charming '30s print, bias-cut nightgowns (perfect for summer dances today), and sophisticated marabou topped satin retro mules.

FRONTINO & VAZ: Simply the finest selection of designer and vintage costume jewelry. We zeroed in on some gorgeous pins by Trifari and De Rosa, as well as great Bakelite bracelets.

TOP HAT ANTIQUES: A varied selection of designer duds in pristine condition. We loved the Oscar de la Renta paisley jacket and Warhol floral print '70s Halston jersey gown, plus the chic fur toques and '50s pumps.

BUY-GONE DAYS, NY: The dealer to see for the crème de la crème of American couture. There was a stunning Trigere coat and 3-piece Norell ensemble from the early '60s.

BOBBY FROM BOSTON: For Anglophiles, this dealer is the best. We loved the English school boy blazers and prep school striped mufflers – very "Brideshead Revisited" in mood.

ARTIFICE: Well-edited collection of vintage handbags. Highlights included a stunning red Karung snake shoulder bag with deco enamel plaque by La Jeunesse, and a Lucille de Paris beige alligator structured handbag.

CHERRY: Runs the vintage gamut, from '60s Cardin ribbed sweaters and Courreges coats, to camp La Rose pumps from the '50s.

Room, *Orford and Swan Parfum* #1. She gave Mr. Robert a very specific *brief* (directions) as to the feeling she wanted the fragrance to evoke. "Imagine Marcel Proust having tea with his aunt in the garden at about four." The garden she envisioned was full of roses. The old rose is the "hero" of the scent, but is "put in its place" to prevent the perfume from being cloying and old woman-like. The top note is citrus with fruity nuances; the middle notes incorporate rich floral tones of jasmine, lily of the valley and violet. The base notes are woody, spicy and fruity with hints of vanilla,

moss and musk. It took only two or three tests and under a year to develop *Orford and Swan Parfum* No. 1. The tear shaped bottle comes nestled in a fuchsia pink box lined in chartreuse green silk dupioni silk. The scent, available at Trousseau in Chicago, sells for approximately \$75 for 30 ml.

Our final newcomer is Avon's latest scent, *Little Black Dress*, launched in Oct. 2001. The conservative, floral scent is packaged in a spare rectangular bottle. The bottle's clean design and the simple block lettering give it an upscale look. Avon joined forces with celebrity stylist, Phillip Bloch, to put together an on-line charity

auction to launch the scent and to benefit the Avon Breast Cancer Crusade fund. The auction featured little black dresses contributed by celebrities in support of the breast cancer cause. The fragrance itself has a "neckline" or top note of honeysuckle, cyclamen, apricot blossom, and African ginger. The "waistline" or middle notes are pink peony, Indonesian jasmine, Ylang Ylang, and Tahitian gardenia. The "hemline" or base notes that give the fragrance its "signature" are milkwood accord, Japanese plum, sandalwood, Tonka bean, and cashmere musk.

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THE FAMILY JEWELS: Charming turn of the century frilly white blouses in pristine condition. Also suits and jackets from the '40s-'50s.

VINTAGE LOFT: An eclectic selection. We saw chic retro '60s tapestry chain handled bags, timeless Saint Laurent RTW, and charming shoes from the 18th and 19th centuries.

THE PAPER BAG PRINCESS: Top of the line vintage couture in excellent condition. Geared towards the true fashion connoisseur were clothes by Galanos, Irene, Chanel, and George Halley. Magnificent Hermes Kelly bags and other designer handbags were standouts in a strong accessory range.

"MODA MANHATTAN"
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summer linen separates and dresses came in sculptural shapes and nostalgic faded colors like tea, silver sage, moss, etc. The wrap skirt and lounge pants were particularly appealing and wearable. Finally, *USINDO* (Linda Cox-Dina) offered some of the most chic sandals we've seen. Pastel beaded thongs and slides looked terrific. Also adorable and patriotic — the stars and stripes sandal from *Usindo's* "American flag" group. Charming straw and cotton totes in delicious summer shades rounded out this lovely collection.

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